

FIG. 1

PROGRAM DATABASE - 200

	<u>DATE/TIME</u> <u>240</u>	<u>CHANNEL</u> <u>245</u>	<u>TITLE</u> <u>250</u>	<u>GENRE</u> <u>255</u>	...	<u>ACTOR</u> <u>270</u>
205	11/18/99 - 8:00 P.M.	CH1	LUCY	COMEDY		CLINT DENIRO
210	11/18/99 - 8:30 P.M.	CH1	AL'S FAMILY	SITCOM		JENNIFER COX
	...					
220	11/18/99 - 9:00 P.M.	CH3	YOUR HOUSE	DRAMA		LUCY VANCE

FIG. 2

EXPLICIT VIEWER PROFILE 300

	<u>FEATURE</u> <u>340</u>	<u>NUMERICAL</u> <u>(OR SYMBOLIC)</u> <u>REPRESENTATION</u> <u>350</u>
<u>305</u>	CHANNEL 2	3
<u>306</u>	CHANNEL 4	4
<u>307</u>	CHANNEL 7	3
<u>308</u>	...	
<u>309</u>	SPORTS CHANNEL	7
...	MUSIC CHANNEL	2
	...	
<u>310</u>	MORNING PROGRAMS	1
<u>311</u>	EARLY AFTERNOON PROGRAMS	3
<u>312</u>	LATE AFTERNOON	7
<u>313</u>	PROGRAMS EVENING PROGRAMS	5
	...	

FIG. 3A

VIEWING HISTORY 360

	TIME 370	TV RATING 371	SEX RATING 372	VIOLENCE RATING 373	LANG. RATING 374	STATION 375	TITLE 376	GENRE 1 377	GENRE 378	CLASS 379
361	1930	TVPG	N	N	N	WPAX	SNFLD.	COMEDY	SITUATION	POS
362	2000	TVG	N	N	N	WPAX	6TH HEAV.	DRAMA	FAMILY	POS
363	1900	TVPG	N	N	N	WPAX	FRIENDLY	COMEDY	SITUATION	POS
364	2200	?	N	N	N	MAX	STEALTH	ACTION	?	POS
365	2200	TVPG	N	N	N	FIM	EDITION	ADVENTURE	ACTION	POS
...										
366	0530	?	N	N	N	ASPN	RACEHORSE	NON-EVENT	?	NEG
367	1400	?	N	N	N	TCL	FORENSIC	?	?	NEG
368	0930	?	N	N	N	TVL	HITCHCOCK	SUSPENSE	CLASSIC	NEG
369	0730	TVPG	N	N	N	WPAX	PLANET WAR	CHILDREN	ANIMATED	NEG

FIG. 3B

VIEWER PROFILE 300'

	RULE IDENTIFIER <u>390</u>	CONDITIONS <u>391</u>	RECOMMENDATION <u>392</u>
<u>381</u>	RULE 1	TIME > 1830 & TIME <= 1930 & TV_RATING = TVPG & STATION = WPIX	POS [98.5%]
<u>382</u>	RULE 2	TIME = 2200 & TV_RATING = TVPG & (GENRE1 GENRE2) = ACTION	POS [96.5%]
<u>383</u>	RULE 3	GENRE1 = DRAMA	NEUTRAL
...			
<u>384</u>	RULE N	DEFAULT	NEG [100.0%]

FIG. 3C

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400

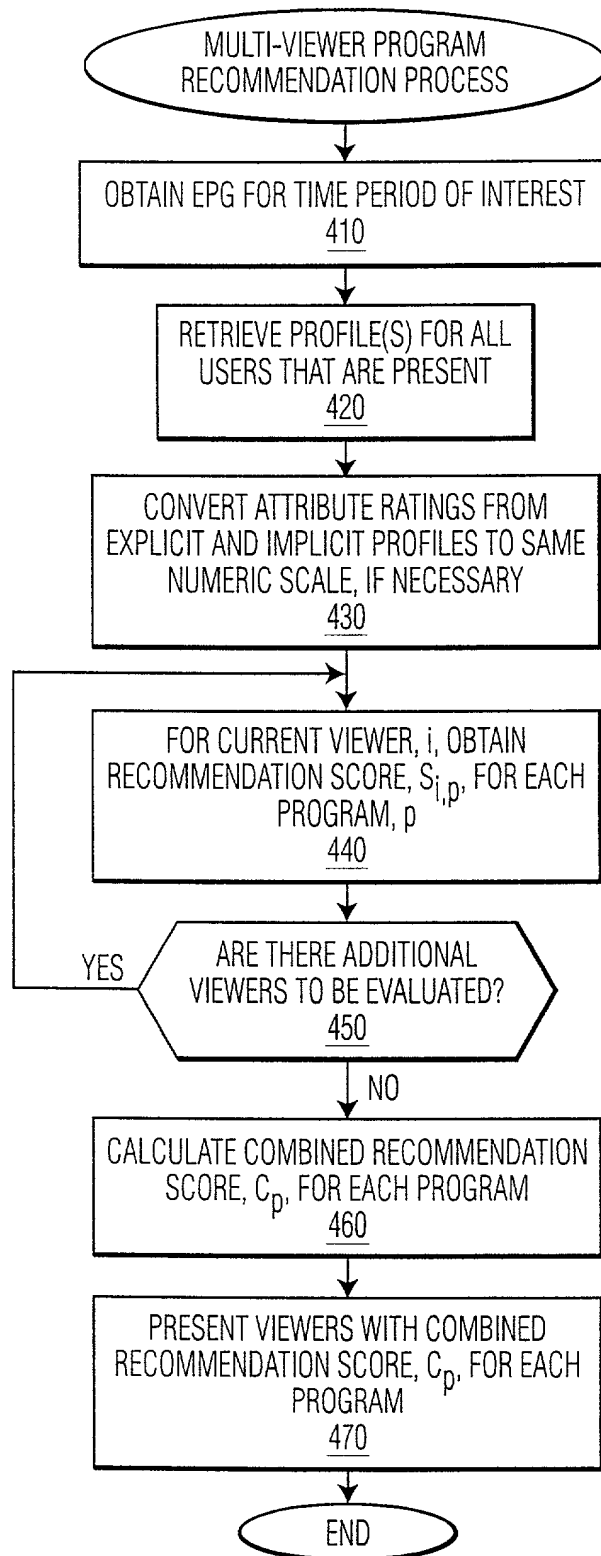


FIG. 4